

Exhibit 28

From: Eric Schmidt Sent: 10/4/2005 9:41 PM
 To: [-] Shona Brown
 Cc: [-]
 Bcc: [-]
 Subject: RE: Protocol for "Do Not Cold Call" and "Sensitive" Companies ---please comment to Arnon ASAP if you have any changes

This looks very good Eric

From: Shona Brown [mailto:shona@google.com]
 Sent: Tuesday, October 04, 2005 7:58 PM
 To: EMG
 Cc: Judy Gilbert; Stacy Sullivan; Arnon Geshuri
 Subject: Protocol for "Do Not Cold Call" and "Sensitive" Companies ---please comment to Arnon ASAP if you have any changes

[OMID -- check with Arnon before you go "live" with this] [JOAN - please confirm with Arnon that you are comfortable with this final wording]

Special Protocol for "Do Not Cold Call" and "Sensitive" Companies

The following companies are part of the "Do Not Cold Call" list:

- * Genentech
- * Intel
- * Apple
- * Paypal
- * Comcast

For each of these "Do Not Cold Call" companies the following protocol applies:

- * We do not directly cold call into these companies
- * We will accept internal or external references that indicate that an individual is "looking"
- * And, of course, we will also accept direct solicitation from a candidate (this will most likely come into play when an individual's peer has recently joined us)
- *
- * Executive Recruiting: Staffing will inform EMG of any candidate for a Director level or above role at Google who we have engaged and who is starting the interview process at Google
- * Executive Recruiting: If we decide to extend an offer to a Director/above candidate, Staffing will ask EMG to designate a senior exec to place a courtesy call into the "Do Not Cold Call" company to let them know we have made an offer
- * Executive Recruiting: By exception, when EMG deems necessary, a designated senior exec will call into the "Do Not Cold Call" company to indicate we will be making an offer.

The following companies fall under the "Sensitive" companies list:

- * AOL
- * AskJeeves
- * Earthlink
- * eBay (excluding Paypal)
- * NTL

For each of these "Sensitive" companies the following protocol applies:

- * General Recruiting: For any non-exec position, Staffing should be aware the company is on the Sensitive Company list but there are no restrictions to our recruiting from these companies at junior levels.
- *

- * Executive Recruiting: Staffing will inform EMG of any candidate for a Director level or above role at Google who we have engaged and who is starting the interview process at Google
- * Executive Recruiting: If we decide to extend an offer to a Director/above candidate, Staffing will ask EMG to designate a senior exec to place a courtesy call into the "Sensitive" company to let them know we have made an offer
- * Executive Recruiting: By exception, when EMG deems necessary, a designated senior exec will call into the "Sensitive" company to indicate we will be making an offer.